



WVEC
613 Woodis Ave.
Norfolk, VA 23510

Great American Media
1010 Wisconsin Ave. NW
Washington, DC 20007-3603

Contract # 846534
Schedule Dates 09/25/12-10/06/12
Advertiser Democratic Senatorial Campaign Committee (1635)
Agency/T-Code Great American Media (2039)/556615156
Product Political - Non-Ballot Issue (1196)
Brand DSCC IE (175149)
Salesperson Blair, Cheryl (2205)
Sales Office TeleRep - Philadelphia
Buyer Name NAGELBERG,DAN
Phone/Fax /
CPE 49/53/1539
Account Types National/Political Issue - Agency
Billing Type Weekly/Irregular
Comments DSCC IE 9/25
***** THIS IS A CASH IN ADVANCE SCHEDULE *****,

Norfolk (WVEC) (WVEC)		
By Broadcast Month	Spots	Rate
Sep. 2012	37	\$24,760.00
Oct. 2012	39	\$28,060.00
Grand Total:	76	\$52,820.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/25/12-10/05/12	4	:30	12P- 12:57P (ET)	10		X	X	X	X			20	\$475.00	\$9,500.00	Norfolk (WVEC) (WVEC)	13 NEWS-12.00	8/2/12
2.0	Normal Line / SPOT	09/25/12-10/05/12	4	:30	3:58P- 4:58P (ET)	5		X	X	X	X			10	\$650.00	\$6,500.00	Norfolk (WVEC) (WVEC)	DR. OZ	8/2/12
3.0	Normal Line / SPOT	09/25/12-10/05/12	4	:30	4:30A- 4:59A (ET)	1		X	X	X	X			2	\$60.00	\$120.00	Norfolk (WVEC) (WVEC)	13 NWS DYBREAK<	8/2/12
4.0	Normal Line / SPOT	09/25/12-10/05/12	4	:30	5A- 5:58A (ET)	5		X	X	X	X			10	\$450.00	\$4,500.00	Norfolk (WVEC) (WVEC)	13 NWS DYBRK A	8/2/12
5.0	Normal Line / SPOT	09/25/12-09/28/12	4	:30	5:29P- 5:58P (ET)	1		X	X	X	X			1	\$1,200.00	\$1,200.00	Norfolk (WVEC) (WVEC)	13 NWS AT 5:30	8/2/12
6.0	Normal Line / SPOT	10/02/12-10/05/12	4	:30	5:29P- 5:58P (ET)	2		X	X	X	X				\$1,200.00		Norfolk (WVEC) (WVEC)	13 NWS AT 5:30	8/2/12
7.0	Normal Line / SPOT	09/25/12-10/05/12	4	:30	7:28P- 7:57P (ET)	5		X	X	X	X			10	\$1,750.00	\$17,500.00	Norfolk (WVEC) (WVEC)	JEOPARDY<	8/2/12
8.0	Normal Line / SPOT	09/25/12-10/05/12	4	:30	9A- 10A (ET)	10		X	X	X	X			10	\$450.00	\$4,500.00	Norfolk (WVEC) (WVEC)	LIVE WTH KELLY	8/2/12
9.0	Normal Line / NCAA - FOOTBALL	09/29/12-10/06/12	9	:30	7:58P- 11:30P (ET)								3		\$350.00		Norfolk (WVEC) (WVEC)	COLLEGE FOOTBALL	8/2/12
10.0	M/G For 8.0.1 / SPOT	10/02/12-10/05/12	5	:30	9A- 10A (ET)	10		X	X	X	X			10	\$450.00	\$4,500.00	Norfolk (WVEC) (WVEC)	LIVE WTH KELLY	9/28/12
11.0	M/G For 9.0.1,9.0.2,9.0.3,9.0.4,9.0.5,9.0.6 / NCAA - FOOTBALL	10/06/12-10/06/12	4	:30	7:58P- 11:30P (ET)								1	1	\$2,100.00	\$2,100.00	Norfolk (WVEC) (WVEC)	COLLEGE FOOTBALL	10/2/12
12.0	M/G For 6.0.1 / SPOT	10/03/12-10/05/12	4	:30	5A- 5:58A (ET)					X	X	X		1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)		10/2/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WVEC
613 Woodis Ave.
Norfolk, VA 23510

Great American Media
1010 Wisconsin Ave. NW
Washington, DC 20007-3603

Contract # **846534**

Schedule Dates	09/25/12-10/06/12	Date Entered	08/02/12
Advertiser	Democratic Senatorial Campaign Committee (163)	Last Modified	10/02/12
Agency/T-Code	Great American Media (2039)/556615156	Entered By	Penne Marsh
Product	Political - Non-Ballot Issue (1196)	CO-OP	No
Brand	DSCC IE (175149)	Headline #	06259834
Salesperson	Blair, Cheryl (2205)	Demo	
Sales Office	TeleRep - Philadelphia	Order Type	Normal
Buyer Name	NAGELBERG,DAN	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	49/53/1539	Commission	\$7,923.00
Account Types	National/Political Issue - Agency	Net Total	\$44,897.00
Billing Type	Weekly/Irregular	Sales Tax	
Comments	DSCC IE 9/25 ***** THIS IS A CASH IN ADVANCE SCHEDULE *****		

Norfolk (WVEC) (WVEC)		By Broadcast Month	Spots	Rate
Sep. 2012	37		\$24,760.00	
Oct. 2012	39		\$28,060.00	
Grand Total:	76		\$52,820.00	

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	M/G For 6.0.2 / SPOT	10/03/12-10/05/12	4	:30	5:58A- 7A (ET)	1			X	X	X			1	\$1,400.00	\$1,400.00	Norfolk (WVEC) (WVEC)		10/2/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
<u>WVEC Norfolk</u>	<u>9/24</u>

I, DAN NAGELBERG
do hereby request station time concerning the following issue:

DSCC-1E

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		<u>AS ORDERED</u>			

Total Charges:	<u>\$ 44,897</u>	<u>Net</u>
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This broadcast time will be used by: DSCC - 1E

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

Yes

No

846534

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

DSCL-1E

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation; a committee; an association; or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately): **MARTHA MCKENNA, DIRECTOR 1E**
430 S. CAPITOL ST SE
WASHINGTON DC 20003

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

1/27/12
Date

J. N.
Signature

202-338-8700

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

Accepted

Accepted in Part

Rejected

Pearce Marsh
Signature

Penne Marsh
Printed Name

NSC
Title